

the Carolina Farmer

★ OWNED AND CIRCULATED BY NORTH
CAROLINA'S RURAL ELECTRIC COOPERATIVES

December, 1960

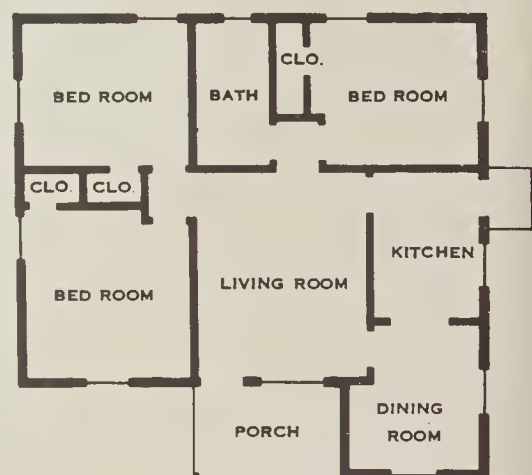
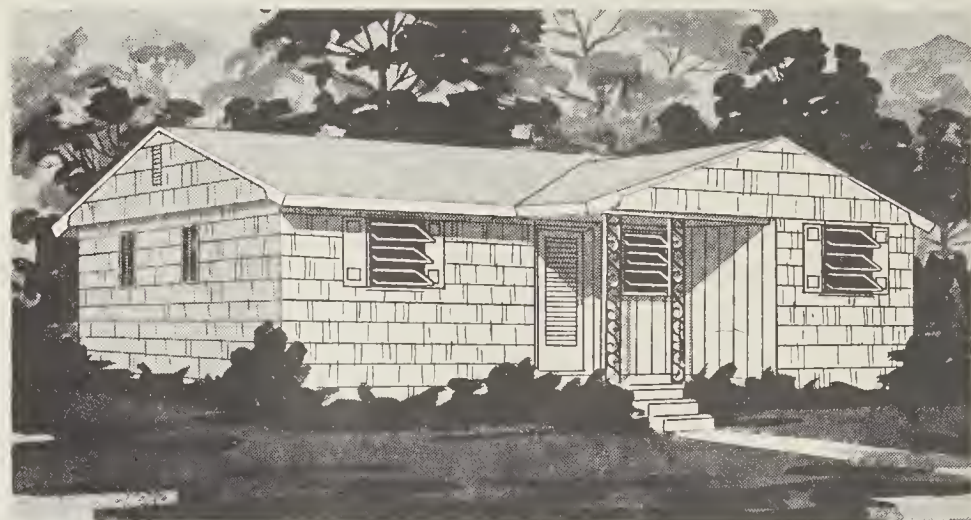
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SAVE UP TO 70% COST ON A NEW *Custom-Built* HOME of Your Own!



This 3-Bedroom "WISEWOOD" Model only \$2695—2 Bedroom Models much less.

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THE BIGGEST, BEST HOME VALUE ON THE MARKET! MANY MODELS TO CHOOSE FROM!



WE BUILD ANYWHERE—FOR ANYONE! A NEW HOUSE BUILT ON YOUR LOT BY OUR TRAINED CONSTRUCTION CREWS!

IF YOU HAVE
A CLEAR DEED

TO YOUR LOT . . .

HERE'S HOW IT WORKS!

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You Save Up To 70% simply by finishing out the inside yourself! It's fast—simple! List of materials and instructions are available. The floor is laid partition studs are in. Thousands of satisfied WISE HOME owners have saved up to 70%—now have homes worth thousands more than cost!

FREE! Mail coupon for full color, illustrated folder showing Wise Homes, floor plans, all details.

WISE *Homes, Inc.*

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Please send me FREE color folder. I understand there is no obligation.

☐ I own my lot ☐ I do not own my lot

My Name _____

Address _____

County _____ State _____

Directions to my home _____

the Carolina Farmer

Vol. 15 December, 1960 No. 12

OFFICIAL PUBLICATION
TARHEEL ELECTRIC
MEMBERSHIP ASSOCIATION

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THE COVER—Max Tharpe again provides us with our Christmas cover, which he entitles, "Little Mother Goose," but says they're really ducks. In real life, Little Mother Goose is Patsy Vannoy of near Boone, daughter of Mr. and Mrs. Dale Vannoy. Patsy raised her ducks from the eggs, and we're glad it wasn't our job to talk her into letting us serve one for Christmas dinner.

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THE CAROLINA FARMER IS PUBLISHED MONTHLY BY TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION, INC. SECOND CLASS MAIL PRIVILEGES AUTHORIZED AT RALEIGH, N. C. UNDER THE ACT OF MARCH 3, 1879. SECOND CLASS POSTAGE PAID AT RALEIGH, N. C. EDITORIAL OFFICES, SUITE 914 FIRST CITIZENS BANK BUILDING, RALEIGH, N. C. SUBSCRIPTION PRICE 60¢ PER YEAR. CONTENTS COPYRIGHTED 1960 BY TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION, INC.

THE FRONT PORCH by J. C. Brown, Jr.



□ This completes it: the Silver Anniversary year of the Rural Electrification Act. But it's just the beginning of some things that were started to commemorate 25 years of progress by the rural electric cooperatives.

National Rural Electric Cooperative Association, of which your EMC is a member, will continue its advertising program to tell city people the truth about REA and the cooperatives.

"TNT—tell the nation the truth—" is the name of the 1961 rural electric advertising program, and it will be a modest one as advertising budgets go. Maybe it takes less money to tell the truth than it does to preach the misleading story some power companies tell in their ads.

Before 1960, the only information about REA that most urban people got came from the commercial power companies, which were more interested in our dissolution than in educating the public to the true nature of REA.

The Edison Electric Institute, a commercial power pressure group, put out its version of the rural electrification story this year in a little 42-page book. On page 31, it finally admitted there was an REA, but not before!

In publications like the *Saturday Evening Post*, the commercials tell an advertising story that is dangerous to the welfare of the nation, as well as to their stockholders. "Let us do it, alone," they cry. "We'll furnish all the power this country ever needs."

They won't. They didn't. They can't. During the Korean War, the government had to bribe them with fast tax write-offs to get them to expand their productive capacity. They didn't have the power that helped develop America's atomic energy program in World War II. It took TVA to provide that. And of course, they didn't have enough power for rural America when farmers wanted it. But farmers would have power—and they got it another way.

Out in Hells Canyon, the Idaho Power Company won the river, and now the people are screaming about its misuse of it. It didn't develop the river. It "messed it up" as Kerr Scott predicted it would do.

If America falls for this "let-us-do-it-alone" story, the companies themselves

will suffer. When finally this nation is caught short by the inadequacy of a profit-motivated monopoly, the reaction to the monopolists is bound to be severe. There is no surer way for the power companies to bring on government ownership of all power facilities than by making a promise they can't possibly back up. The people will have adequate power, but it won't be provided by a commercial monopoly.

The Carolina Farmer and the Electric Membership Corporations which subscribe to it will also continue to spread the truth about your EMC and REA. Next year, again we will give your sons and daughters a chance to compete for a \$500 scholarship and local prizes. To enter, they must do a bit of research, learn the nature of your local Electric Membership Corporation, and write an essay about it. We will announce the specifics next month.

When so many contests are operated strictly to propagandize people, I can't help but feel proud of the spirit behind this one. One EMC manager voiced it when he said, "If this is going to be a lot of ballyhoo and propaganda, I'm against it; but if we can teach our young people something about us, I'm for it."

It is essential in a member-owned business that the members understand their business and have confidence in it; and it is a responsibility of the directors and management of a cooperative to inform its members.

Member-understanding does not mean that the business is perfect, but it's likely to be a very good business when the members know as much about it as Jane Blakely does.

Jane, of Ellerbe, lives on Pee Dee EMC's lines, and she won our statewide contest of a \$500 scholarship this year. She also won Pee Dee's prize of a Motorola radio-record player.

Here is Jane's essay—direct, honest, and as easy to accept as the institution she wrote about:

**My Electric Cooperative:
Democracy at Work**
by Jane Blakely
Pee Dee EMC

"Democracy is a way of life. Its goal is to encourage each person to develop into all that he can possibly become. Many people feel that democracy ought

(Continued on page 26)

Democracy at Work

We had 32 local winners in our 1960 Silver Jubilee Scholarship Contest, and we had hoped to bring you pictures of each winner, and portions of his essay. But our stock of photos, and the months, ran out on us.

On this page are winners we were able to obtain pictures of, and a bit of their essays. You will recall, each local co-



Emma Jean Lawrence, Carteret-Craven EMC:

Some of the earliest peoples that we are acquainted with through history had democratic forms of government, but in most cases these governments had a weakness, such as the owning of slaves.

These weaknesses kept the people from developing their government as they otherwise might have. Here, if we are imaginative enough, we are able to construct a "chain" of democracy, though one with a weak link, and we are able to understand that until an organization is honest, stable, and in the hands of the people—truly democratic—it cannot survive the problems and perils that may arise. . . .



Brenda Gayle Brown, Central EMC:

That my EMC is for me cannot be questioned. So many have been blessed, even as I, through the efforts of my EMC. The directors keep one thing in mind. They want to render the best service in each EMC territory at the lowest possible cost.

Even as Abraham Lincoln was the Great Emancipator, setting free those in servitude and bondage, so is my electric cooperative a liberator, setting men and women free from drudgery of many tasks. . . .



Dean Harrelson, Cornelius EMC:

A story of progress is usually a story of struggle. History tells us of the struggle behind democracy and the progress that has been achieved. Most of us are not familiar with the struggle behind rural electrification, but we have only to look at the growth and progress of the rural areas to see the value of the REA.

Electricity has changed these from a "cotton-pickin'" backwoods section to a

modern community with all the conveniences of city living. . . .



Linda Kaye Ridge, Davidson EMC:

Where would we be today if it were not for the cooperative. Take my family for instance. When we built where we are now living, there was no power line near us; but we thought we could get a power company to run the line to our house; but we were denied. So back we went to the old-fashioned way of life.

For more than two years, it was draw water for the stock, wash on the board, iron with flat irons, cook on a wood stove, and forget everything we had left behind us in the electric way we lived.

The rural membership cooperative was still very young when we sought the aid of it, but we didn't have to do a lot of pleading or begging when we went to the office in our locality. We asked them, and, presto! Our name was on their list and we were back on the way to our modern way of living. . . .



Dorothy Hostettler, Davie EMC:

Do you know how such magic is directed into our rural homes and farms? When our family came to this country 10 years ago, we would have had to give "no" for an answer. Now, after a decade of life on our farm, we have learned that the answer is our electric cooperative. . . .

Today our family is enjoying a comfortable life because of our electric cooperative. On our farm we were able to grow from two small milking machines and an old water heater to a fully equipped pipeline milking parlor. At first our family lived in a house that was hard to heat and didn't have a bathroom. Two years ago we built a home with all the modern electrical servants.

For us, just as for countless other

operative winner received a Motorola radio-record player. Our grand prize winner, Jane Blakely, Pee Dee EMC received a radio-record player and a \$500 scholarship. We comment on her essay on page 3.

By next month, we should have our plans prepared for our 1961 Rural Electric Scholarship Contest, and will announce them in our January issue.

families, democracy has truly reaped a golden harvest.



Margaret Ann Lewis, Harkers Island EMC:

The EMC represents the people of a particular community and provides for their wants and needs.

Undoubtedly, the people have a direct voice in the functioning of the EMC. . . . Through the EMC, the small town and its laboring people are given an opportunity to improve their community; and as a result, the state and nation are benefited and greatly strengthened. A nation's greatness lies in the strength of its people.



Marie Wood, Haywood EMC:

To me it seems little less than a miracle when I hear that so much has been accomplished in such a short time. I realize that this was possible only because the people over the country formed together in a cooperative effort to bring light out of darkness. . . .

I am glad to live in a community where the people work together for the betterment of the community where they share their problems and try to make a better future for their children. They have worked real hard to get their business started and I have faith in their ability to keep it going. I also have faith that our congressman, representatives, and governor won't let us down.



Brenda Joyce Ballance, Ocracoke EMC:

One of the main reasons that I think people are so interested in our power plant is for the simple reason that it is *our* plant. Every member of our cooperative at one time or another has a voice in the management of our plant. . . .

(Continued on page 17)

KEEPING UP with rural electrification

By Walter Fuller, executive manager, Tarheel Electric Membership Association



Our new President will go into the White House firmly committed to the support of rural electrification, 2% interest on REA loans, the independence of the REA Administrator, and full development of our natural resources.

This is a *reversal* of the departing Administration's policies, which included:

No "*new starts*" on natural resource projects; the so-called "*partnership*" arrangement which permitted commercial power companies to put a toll gate on public river projects; giving the Secretary of Agriculture *veto power* over the REA Administrator's loan-making authority; *raising the REA interest rate*; and sending *the rural electric cooperatives to Wall Street for their loan funds*.

Non-partisan rural electric organizations opposed these policies.

They considered two of them ruinous to many of the REA-financed systems. The others meant slow death.

Senator Kennedy opposed these policies — both in Congress and in campaign literature and speeches.

One question in the minds of rural electric management is *what will happen* within the *Federal Rural Electrification Administration*, which makes loans to finance rural electric systems?

The Federal REA is directed by an Administrator who holds a 10-year appointment. Congress created the long term of office to permit the Administrator to transcend political considerations when making loans.

The only test he was to make was one of "feasibility"—whether the loan was needed and whether the borrower was likely to repay it.

The appointment was never put to a political test until President Eisenhower came into office.

Claude Wickard, viewed by career people within REA as the best Administrator ever to hold office, was asked to resign.

Wickard did. Many friends of rural electrification wanted him to battle it out, but he felt it would serve no useful purpose.

President Eisenhower replaced Wickard with Ancher Nelson, who was frequently under fire from the rural electric systems. He left after three years to run for governor of Minnesota. He was defeated, but later came to Congress where he established an anti-REA voting record. Out of nine record votes, only one was favorable.

David Hamil, a Colorado Republican party leader and cattle man, followed Nelson.

While he has been personally popular with the rural electric systems, he campaigned openly on behalf of the Eisenhower-Benson plans to raise REA interest rates and send the systems to the private money market for loan funds.

Hamil often stated that he would continue to administer the law as written, and we believe that he has.

Most of us feel, however, that his participation in a partisan campaign to change the law was placing REA squarely in politics. And he never made a very convincing case that raising our interest rates would strengthen our systems.

KEEPING UP

with rural electrification

Continued

President-elect Kennedy's program on REA is not to tamper with an Act that has been so successful. He would probably like to have an REA Administrator who feels the same.

Hamil, a practical politician, expects to go.

He told his division chiefs and area directors last month, "If and when my resignation is requested, I will not suffer writer's cramp. I am a political realist and I recognize the facts of life."

Bill Crisp is said to be a "likely" successor to Hamil.

Crisp, now practicing law in Raleigh, is recognized throughout the country for his contributions to rural electrification while he was manager of this association.

In the state and nation, he has demonstrated his understanding of the REA program, and his devotion to the law and philosophy on which it is founded. His testimony helped defeat some of the Hoover Commission recommendations that were intended merely to punish the Electric Membership Corporations and thwart resource development. He was often praised by congressmen for his helpfulness as an expert witness before various House and Senate committees studying REA and resource legislation.

He led in the successful fight to preserve the interests of preference customers in the sale of Kerr Dam power, and helped design many administrative and financial accounting innovations adopted by EMCs both inside and out of the state.

What will the change in resource and REA policies mean to you if carried out successfully?

Chiefly, your power rates are more likely to drop than increase.

Policies of the out-going President were openly against many things that would give your EMCs an alternative source of wholesale power.

They tended to strap your cooperative to *monopoly, unfriendly suppliers* who were often able to persuade the Administration to oppose multi-purpose river development, generation and transmission loans, and to support legislation that would punish non-profit utilities.

Our new President has said he will reverse these policies.



Both the *State Grange* and *Farm Bureau Federation* last month passed resolutions asking that the territorial rights of Electric Membership Corporations be preserved.

Both farm organizations expressed a desire that the problem of service areas be worked out by the N. C. Utilities Commission and the N. C. REA.

That failing, the farm groups said they would seek legislation to protect the service areas of the REA-financed cooperatives.

We still await the State Supreme Court's rulings in the *Pee Dee vs CP&L* and *Blue Ridge vs. Duke* cases, which involve disputed service areas.

Investigation by the Utilities Commission of rapid depreciation for tax accounting will resume January 10 with further cross-examination of witnesses by the commercials, the co-ops, and the Attorney General's office.

CP&L's coal clause application hasn't come up again before the Utilities Commission, but its petition to revise *textile rates* has. In a sometimes heated hearing last month, the Commission refused a textile motion to dismiss the company's petition.

MAIL BOX

THE CAROLINA FARMER

U.S. MAIL

A View of Our Life

Please send a gift subscription of *the Carolina Farmer* to an English friend who is interested in learning how we live. I believe your magazine will give her a good view of our life. Her address is Mrs. Frank Figuro, 6, First Ave., Sentinel Gardens, Shrewsbury, Shropshire, England.

I enjoy your magazine—but why don't you make it larger so there would be more of it to read and enjoy?

Mrs. Layton Cochran
Robersonville (RFD)

The Chicken or the Egg?

I've just read this month's issue (October) of *the Carolina Farmer*. I enjoyed reading it, particularly "The Bird That Lives on Lights," by Paul Barwick. The story asks, "Which came first, the chicken or the egg?" Then it goes on to say, "That same question has been asked by scholars throughout all history, but no one has come up with the right answer."

Well, I think I have. Get your Bible, read the Fourth Chapter of Genesis, the First Verse. This should explain. Surely the hen had to be before the egg.

Mrs. Annie Stanley
Shallotte, Route 1

And disagreement

In regard to what Mr. J. H. Cunningham has to say about teenagers, I can't agree with some of his stuff . . .

I want Mr. Cunningham to know this one fact: When a child comes to know right from wrong, nobody is to blame for his way of life but himself. Mr. Cunningham says that most older people carry a mouth full of "don't" for the teenagers: don't go to the show, don't go to the races, don't go to dances. He said that 98% of the young people would be good boys and girls if they had the right training. That is true, but they will go wrong if they accept such training as he is teaching.

Let us read a little scripture:

"Broad is the way that leads to destruction and many be found going there. Narrow is the way that leads to life everlasting and but few be found going that way."

The majority of our young people are found on the broad road and the majority of the older people as well.

(Continued on page 18)

New Staff Member For C F



Hathcock

A. A. (Archie) Hathcock of Wadesboro joined the staff of *the Carolina Farmer* and Tarheel Electric Membership Corporation, November 1.

Hathcock fills the position of advertising and power use director, which has been vacant since the resignation of Charles L. Overman last August. Overman is now assistant manager of Union Electric Membership Corporation, Monroe.

As advertising and power use director, Hathcock will conduct *the Carolina Farmer's* advertising program and Tarheel Electric's appliance and chore equipment promotions and 4-H work. He will also handle editorial assignments, primarily in the area of the use of electricity on the farm.

Hathcock comes to the job from Pee Dee Electric Membership Corporation, where he was electrification advisor for four years. Prior to that, he had been a lineman at Union EMC for two years, a job he left to resume his education at N. C. State College.

He is a native of Oakboro, a Navy veteran of World War II, and is 35 years old.

He is married to the former Eloise Plyler of Marshville. They have two sons, Nelson, 7, and Phil, 3.

IT PAYS TO FROST-PROOF YOUR WATER LINES
with safe, dependable

LINE-O-HEAT

Largest-Selling Heating Tape in the World!

It doesn't cost
... it pays

FLOATING STOCK TANK DE-ICER

Thermostatically controlled to keep water open in sub-zero weather. Saves time, work, worry, money. \$12.45. Without float, \$10.95.

The best heating tape to prevent freezing of pipes, pumps, etc., in coldest weather. Easy to apply, no tools needed. Costs as little as a penny a day to operate. Both regular and Automatic Line-O-Heat with built-in thermostat will give dependable, safe service for years because **LINE-O-HEAT IS BUILT UP TO A STANDARD**, not down to a price. Line-O-Heat is available in 10 lengths from 4' to 80'; regular from \$2.40 to \$12.95; automatic from \$6.20 to \$16.95.

HOME and BARN

POULTRY

STOCK

THE SMITH-GATES CORP. FARMINGTON, CONN.

CHRISTMAS



Christmas morning in County Wicklow.

By ITA HARNETT (*an Irish girl*)

*It lasts 12 days, and on Christmas Eve every home is alight
In the cottages of the poor and the mansions of the rich
candles are placed in the windows, the hearth is swept
clean, and the door left unlocked for the night.*

Glenquin, Strand
Limerick Eire

CHRISTMAS is with us again. It is the season of peace and goodwill, the great festival of the home.

Outside storms and gales may rage, the land be muffled in a carpet of frost or snow, but inside the family circle we can enjoy our Christmas tree, our blazing turf fire, our turkey and plum pudding, and the company of our friends and relatives.

Members of our family who cannot be home for Christmas send their greetings and are with us in spirit for the great rejoicing. Our large Irish families, always scattered to the four corners of the earth, are remembered around their

own hearths in a special way at Christmas.

The postman trudges up the boreen with his heavy bag. There are letters from relatives and friends who have not written for a year, large square envelopes that bring a beautiful Christmas card and the warm greetings and love of some far away exile.

Some are postmarked in far-off Australia, one from a missionary in Africa, there is one from a "Little Sister of the Poor" in France.

Some bear the picture of the Queen of the United Kingdom, and numerous are the envelopes bearing the stamp of the Statue of Liberty from the great Republic of the West. All contribute with their greetings and love to the joy and goodwill of Christmas.

n rural IRELAND

What causes most excitement is the arrival of what we call the "American Parcel."

A package, as the Americans call it, finds its way into many an Irish home at Christmas. The contents as they are unpacked cause a gasp of gleeful surprise. The lovely articles of clothes that our Yankee cousins have tired of delight us. But, sometimes, there are tears in the eyes of the recipients as the peculiar American scent revives fond memories of the loved one, who will be spending Christmas amid the glitter and throng of an American city.

These days before Christmas the small country towns are crowded with Christmas shoppers. The carol-singers and itinerant musicians fill the air with song, the joy of Christmas is everywhere. The hops are beautiful in the night light. The crib in every window, and Santa and the toys all add to the happy spirit. The light shining through the open doors is warm and inviting, and the frosty sheen of the pavement glistens like tinsel in the light. Turkey, geese and chickens change hands in the market, for everybody will have fowl for Christmas dinner.

Among country folk the Christmas shopping is a much looked forward to event. They will be going home along the dark country roads with their boxes of Christmas supplies. It is a real treat for the children to be taken in to town and meet Santy in his toyland.

On the days before Christmas they will go down the shady glens to gather the holly, and there must be always one special twig with bright red berries to decorate the little crib. They will find the mistletoe in the orchard twining it-elf around an old appletree.

A journey through the countryside on Christmas Eve leaves a memory not lightly forgotten. Every home is alight. In the cottages of the poor and the mansions of the rich the age-old custom is preserved, of placing lighted candles in the windows. The hearth is swept clean and the door left unlocked when the family retires for the night.

A very nice old custom that adds to the gaiety of the Christmas festival is

The Wren Boys. On St. Stephen's Day the young men and boys, decked out gaily in colourful ensemble, go from house to house, the object of their call being to collect "something to bury the wren." The traditional refrain sung in chorus announces their arrival.

*"The Wren, the Wren, the King of
all birds,
On St. Stephen's Day he was caught
in the furze,
Altho' he's little, his family's great.
Cheer up then, Lan'lady, and give us
a trate."*

They give a performance of music, song and dance, and the people of the house in return give a voluntary gift of money. Later the money is used to give a big party in some farmhouse in the district, when the "wren-boys" act as host to all the neighbourhood.

Nowhere else is the Christmas season celebrated in the festive and sabbathical manner that it is in rural Ireland.

The happy-go-easy holiday atmosphere lasts for two whole weeks, from Christmas Eve until Little Christmas, on January 6. There is more to the great festival than the receiving of gifts and a rich menu.

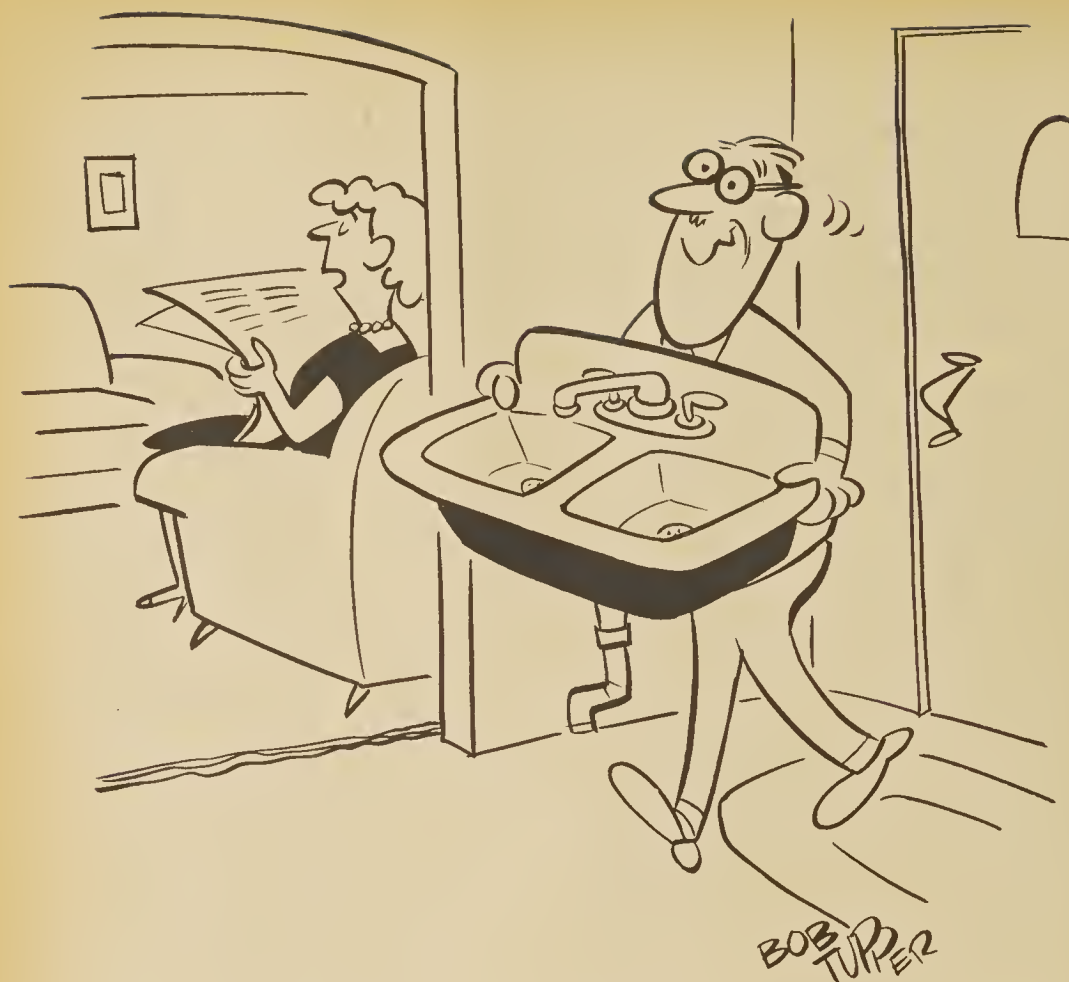
Underlying all the outward joy and happiness is the spiritual beauty of the great feast, the true meaning of Christmas. In our homes the Crib forms the centre of our decorations; without it the one thing most essential to our perfect happiness would be missing.

I will quote from a very beautiful American Christmas Card I have just received, to wish this happiness to all.

*"May the Spiritual Beauty of Christmas,
Bring most wonderful blessings to
you;
May the Peace and the Joy of God's
guidance
Make your New Year a Happy
one too."*

On St. Stephen's Day, Irish boys collect money "to bury the wren." The money is used to give a party for the neighborhood.





'What was that young lady trying to sell, dear?'

'BAIT' ADVERTISING *suckers who fall for it won't have so much to spend for Christmas gifts*

□ Television viewers in a medium-sized Midwestern town recently saw a "sensational" offer on their screens—complete combination storm windows and doors for \$8.98 each, advertised by a new firm in town.

One couple called the firm, and the salesman came with a window. As he started measuring, the couple noticed that the window looked very cheap and shoddy.

The salesman himself soon confirmed it. "You'd be foolish to buy it," he said.

Each one of the 13 windows needed by the couple would have to be cleaned with steel wool and acid solution twice a year, he said. Construction was poor—the finish was bad, and the aluminum was thin!

However, he added with a big smile, he just happened to have a *much better*

window in his car—one that would never have to be cleaned, and had a 25-year guarantee, while the cheap windows had no guarantee at all.

"And we can't promise delivery of the cheap windows for weeks or months," he said.

Cost of the "good" windows—only \$600!

Infuriated, the couple showed him the door.

This phony sales pitch is called "bait advertising." It's just about the oldest trick of the home improvement con man. Unfortunately, it's still one of the most successful.

"Bait advertisers" offer something at a ridiculously low price, which they actually have no intention of selling to you. As soon as they are in your house, they disparage the advertised product and try

to "switch" you to higher-priced merchandise.

Perhaps you've run into bait advertising in a slightly different form.

Try and Buy

A few years ago, when automatic washers sold at considerably higher prices than now, Raleigh folks were astounded at the low price of \$129 being advertised by one large chain store.

They weren't so astounded when they tried to buy it. That particular model was sold out—day after day—although the store continued to advertise it. But, even if in stock, you wouldn't want it, the salesman would tell you. "For just \$199, you can get . . ."

It was rumored in the trade that this store's salesmen were allowed to sell no more than two of the "bait" models. When they sold the third—they lost their jobs.

The bait is hung on a good bit of classified advertising, although most publications try to weed it out. Beware of extravagant offers in exchange for testing products in your home, addressing envelopes, etc. Usually, these are gimmicks for selling you something.

One of the cruellest of baits is the contest which offers prizes in return for something as simple as counting chickens in an illustration. At least one of these companies has a grand prize of a sewing machine or vacuum cleaner, and almost everyone is a prize winner.

Only trouble is, the prize is usually broken, or obviously inferior. When delivered, the salesman will graciously allow you to use your grand prize as a down-payment on another, top-of-the-line machine.

Your neighborhood appliance dealer isn't likely to operate like any of these jackals. He's in the business to sell and make a profit on what he advertises. A good salesman will point out the better features of a higher-priced model, but if he seems totally disinterested in selling a model he advertises, you'll do well to take your trade elsewhere.

Hundreds of experiences with "bait and switch" operators have been reported by the public to a non-profit national association of leading home improvement contractors. NERSICA, as the organization is called, has issued a warning against the scheme and has provided tips to homeowners to help them recognize the device.

NERSICA urges all homeowners to deal with local contractors whose reputation for honesty and whose quality of work are known in the community. This will provide a line of defense against fast-moving gyps.

In addition to storm windows and doors, home improvement items that are sold by bait advertising include roofing, siding, and remodeling.

Many Dangers

There are many reasons why it is dangerous to deal with a bait advertiser. Any firm that would resort to such unscrupulous advertising tricks is likely to turn out to be unscrupulous in other phases of the transaction, too.

They may very likely overcharge you for the so-called "good" item. It may turn out to be inferior. Their contract work and installation may be shoddy. And they may not honor promises and guarantees. You may also find that the big promises that the salesman made orally don't appear at all in the contract he asks you to sign!

Remember—people who try to get something for nothing are the easiest prey for the gyps. Be ready to pay a fair price for good material and good work. Then you won't be fooled by the "incredible bargains" offered by gyps.

Illegal in 16 States

Bait advertising is now outlawed in 16 states, but that doesn't seem to scare the fly-by-night operator, who will often make a "quick killing" and then move on. In some instances, just to stay inside the law, the bait advertiser may finally tell you the incredibly shoddy "bargain" item if you absolutely insist. If you finally do succeed in buying the piece of junk, you can be sure that you've never made a worse bargain.

Don't confuse bait advertising with legitimate offers of merchandise in all price ranges. When he's presented his full selection, a reputable merchant will sell you the inexpensive items, gladly and without hesitation, if that's what you want. Unlike the bait advertiser, he advertises inexpensive items to *sell* them.

No reputable home improvement contractor would ever stoop to such a trick, says NERSICA. "Baiting" and "switching" are done by a small but highly active group of promoters on the fringes of the industry. It's flourishing because Mr. and Mrs. America are still falling for it.

RESULTS OF THE 1960 OFFICIAL TOBACCO VARIETY TESTS CONDUCTED BY THE N. C. AGRICULTURAL EXPERIMENT STATION

VARIETY	Yield (lbs.) Per Acre	VALUE INDEX		Quality Index	LEVEL OF DISEASE RESISTANCE		
		Dollars Per Acre	Dollars Per CWT		Black Shank	Granville Wilt	Fusarium Wilt
Hicks Broadleaf	2102	1344	63.84	60	Susc.	Susc.	Low
Vesta 5	2185	1302	59.42	40	Mod.	Susc.	Susc.
Coker 187	2090	1166	56.37	28	High	High	Low
McNair 121	2116	1189	56.27	24	High	High	High
Coker 187-Hicks	2343	1349	57.94	27	High	Mod.	Low
Bell 16	2070	1205	58.42	35	Mod.	Mod.	Mod.
Speight 31	2151	1324	61.41	44	Mod.	Low	Low
McNair H-2	2175	1356	62.35	48	Susc.	Susc.	Mod.
Coker 316	2393	1444	60.64	33	High	High	Low
Coker 128	2119	1290	60.83	41	Mod.	Low	Susc.
NC 75	2332	1399	59.94	42	Mod.	Low	Mod.
VA 12	2249	1337	59.61	40	Susc.	Susc.	Susc.
McNair 10	2228	1378	61.93	47	Mod.	Low	Susc.
McNair 12	2291	1459	63.79	47	Mod.	High	Susc.
Reams 51	2358	1433	60.73	38	Mod.	Mod.	Low
Bissette 11	2558	1406	55.39	26	Susc.	Susc.	Susc.

The quality index (fourth column) was obtained by scoring each tobacco variety on the basis of color, body and texture. The following abbreviations are used to denote disease resistance: Susc. for Susceptible, Mod. for Moderate.

Leaf Varieties Compared

□ The North Carolina Agricultural Experiment Station has completed its 1960 Official Tobacco Variety Evaluation Tests.

Included in the tests this year were 16 varieties, four of which will be offered for planting for the first time in 1961. The new varieties are NC 75, McNair 10, McNair 12 and Bissette 11.

Variety evaluation tests are conducted by the Experiment Station each year. The tests are designed to compare the most commonly planted flue-cured tobacco varieties and advanced breeding lines under different soil and climatic conditions.

Dr. Guy L. Jones, who conducts the variety tests, points out that results are not to be taken as official recommendations. Instead, they are to serve as guides in helping North Carolina farmers choose their 1961 tobacco variety.

Per acre yields of the 16 varieties tested this year ranged from 2,070 pounds for Bell 16 to 2,558 pounds for Bissette 11. On basis of dollar value per acre the varieties ranged from \$1,166 for Coker 187 to \$1,459 for McNair 12.

Hicks Broadleaf continued to bring the highest price per hundredweight, averaging \$63.84. Bissette 11 had the lowest average, \$55.39, reflecting its lower quality.

Research workers used a "Quality Index" again this year in comparing varieties on the basis of color, body and texture.

Jones says tests this year again show that the higher yielding varieties may not produce the best quality tobacco when judged from both the physical and chemical standpoint.

In fact, Jones questions whether visual appraisal can continue to be an adequate basis for determining quality.

"Certain of the new varieties," he said, "are visually acceptable but fall short of desired chemical make-up."

Jones emphasized that any new variety should be planted with caution.

"It is better," he said, "to grow a small acreage and find out how to handle it than to go into large-scale production the first year."

Preserve Us!

By DAN, a mule

The government saved the buffaloes, and what did a buffalo ever do for the farmer?

I am a mule.

And proud of it.

If you belonged to a breed (well, we're really not a breed, which is part of our problem) that possessed my strength of character and admirable qualities, you'd be proud, too.

I never injure my health by over-drinking, over-eating, over-heating, or over-working, or running around at all hours of the night with girl mules. I have unusual endurance, exceptional courage, steadfastness, and hardly ever get excited or nervous, and am famous for my resistance to disease.

Some say I'm stubborn. I'm not.

I'm just intelligent.

So what's happening to me?

I'm becoming extinct, and I think I should be preserved—at Benson, which appreciates mules.

Why *not* a preserve for us?

The Department of Interior has one for buffaloes, who already have an advantage on us mules.

Buffaloes can have baby buffaloes. We mules can't reproduce. We are at the mercy of male jackasses and female horses for our procreation.

And they haven't done well by us.

In 1954, the last time I counted, there were only 4,000,000 mules. Back in 1920, we had a population of 25,000,000. What happened was that during those 34 years, the number of tractors in America rose from 246,000 to 4,700,000.

North Carolina still has more of us mules than any other state, but we're going at the rate of 20,000 a year—mostly for dog food, at 3 to 5 cents a pound! How degrading!

We try to stay out of politics, but I must say our new governor didn't help us any when he said "North Carolina needs two parties like a man with a tractor needs a plug mule."

And after the service our father has been to his party!

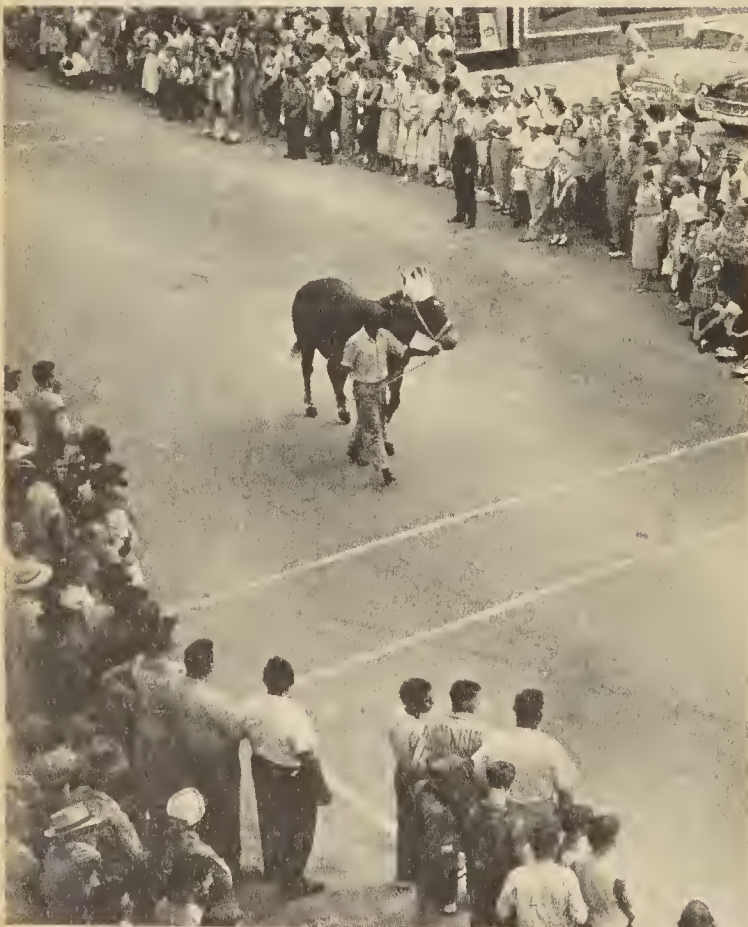
Maybe he can atone for his low-rating us by asking our new President for a mule preserve.

I'm not being selfish in asking for this. In fact, I didn't even think of it. My friend, John Corey, got the idea originally, and he says it would help out business.

According to Mr. Corey, if something isn't done, mule breeders at places like Atlanta and Nashville, Tenn., will soon be out of business. Another friend of mine, James Newton who deals in mules at Wilmington, is having a hard time sticking it out.

"It's a shame," he says. "The poor mule slaves all his life for a master. Then when he gets too old or something better comes along, the owner kills him."

(Continued next page)



Benson is a good place for mules. I was King Mule back when I was better-looking.

The awful thing about it is where they send us. Down to a slaughterhouse at Bennettsville, S. C.

If I have to go, I'd prefer to go in North Carolina. That's where Benson is. Benson knows how to treat a mule.

Ever since Nowell Smith started it several years ago, every September Benson honors us on "Mule Day." I was King Mule one year. We had a parade, a pulling contest, a race with Hardrock Simpson, fiddle playing, fireworks, and a rodeo.

They have this big park in Benson called "the Grove," and Mr. Corey thinks this would be a good mule preserve.

Since mules don't carry much weight with the government any more, we'll have to get your help to preserve us. If you want to keep us, you should write Robert G. Kellogg, manager of the Benson Chamber of Commerce, Benson, N. C., and tell him you're one of us, and think we ought to be preserved at Benson.

The Joke's on Me!

(Each month The Carolina Farmer pays \$5 to the reader who supplies the best funny story about himself. Send entries to "Joke," Carolina Farmer, Box 1699, Raleigh, N. C.)

by Mrs. Bobbie Helms
Monroe, N. C., Rt. 6
(Union EMC)

One day my husband and I were fishing off of a pier and the fishing was mighty dull—nothing biting and nobody saying much. Then wham! By the feel of it, I had hooked a whopper, so I set myself for a good fight. I would reel him in for a couple of feet, then he would take off in the opposite direction, while people all along the pier yelled encouragement and advice.

Then all of a sudden everybody started laughing uproariously. I looked around to find a lone fisherman about fifty feet away hauling back on his rod in desperation. It seems he had cast at an angle, snagged my line, and there we were, seesawing back and forth around a piling. Later, I meekly went back to fishing, but that fellow couldn't take the kidding—he left!

Too Little Moisture

can harm your home, your health, your furnishings

□ Most people feel the irritation of too much humidity in the summer season. However, many of these same people are not aware that cold winter weather produces a severe lack of proper humidity in the home. The air around us determines to a large extent how comfortable and healthy we are.

Authorities tell us that the average home has a lower humidity content in winter than the Sahara Desert in summer! You are probably unaware of the damage caused by improper humidity in your home or the effects of improper humidity on your health.

Whether a house costs \$10,000 or \$100,000, it cannot be made air tight. Cold air leaks into a house through the joints where building materials meet, as well as through doors and window frames. Furthermore, you could not live in an air-tight house.

All the air in the house can be changed as much as 36 times in 24 hours.

During a typical heating season this outside air has to be heated. This heated, dry air then takes moisture from all kinds of furnishings in your home.

Carpeting, even the most expensive kind, dries and becomes brittle. It becomes dull looking. Expensive draperies lose their lustre because of the moisture being removed from the fabric. Paint will crack and peel as its moisture is lost.

You've probably noticed some houses have wallpaper hanging loose. Here the paste has dried out, causing the paper to come loose from the wall.

How about that chair where the rungs have worked loose? The glue has been dried out to a point where it weakens the structure of the chair in normal usage.

What parent would deny his child the comfort and well being of healthy living? When anyone sneezes in a room with not enough humidity, that sneeze carries into the room thousands of tiny droplets containing germs, salt and water. The thirsty dry air in the room immediately starts absorbing the moisture from these droplets and the germs are held temporarily in an inactive state. But when someone breathes this air, the germs enter the body through the warm, moist surfaces of the throat and nose, and

again come to life and start causing trouble.

However, in a properly humidified room, the drying process is much slower. The salt in the droplets is concentrated into an antiseptic solution which destroys the germs before they can cause trouble.

You can see how important this is in the case of children with all the colds they get. It's important to adults too. They can't afford to lose time from work because of illness.

With proper humidity content in the air, you can be more comfortable at a lower temperature and save money on your heating bills. Dry air drains warm moisture from the surface of the skin at a rapid rate, causing a chilly feeling, and off you go to turn up the thermostat. In a room where air is properly humidified, you can have a 3-to 4-degree lower temperature and yet have a comfortable room.

What is the answer to getting proper humidity?

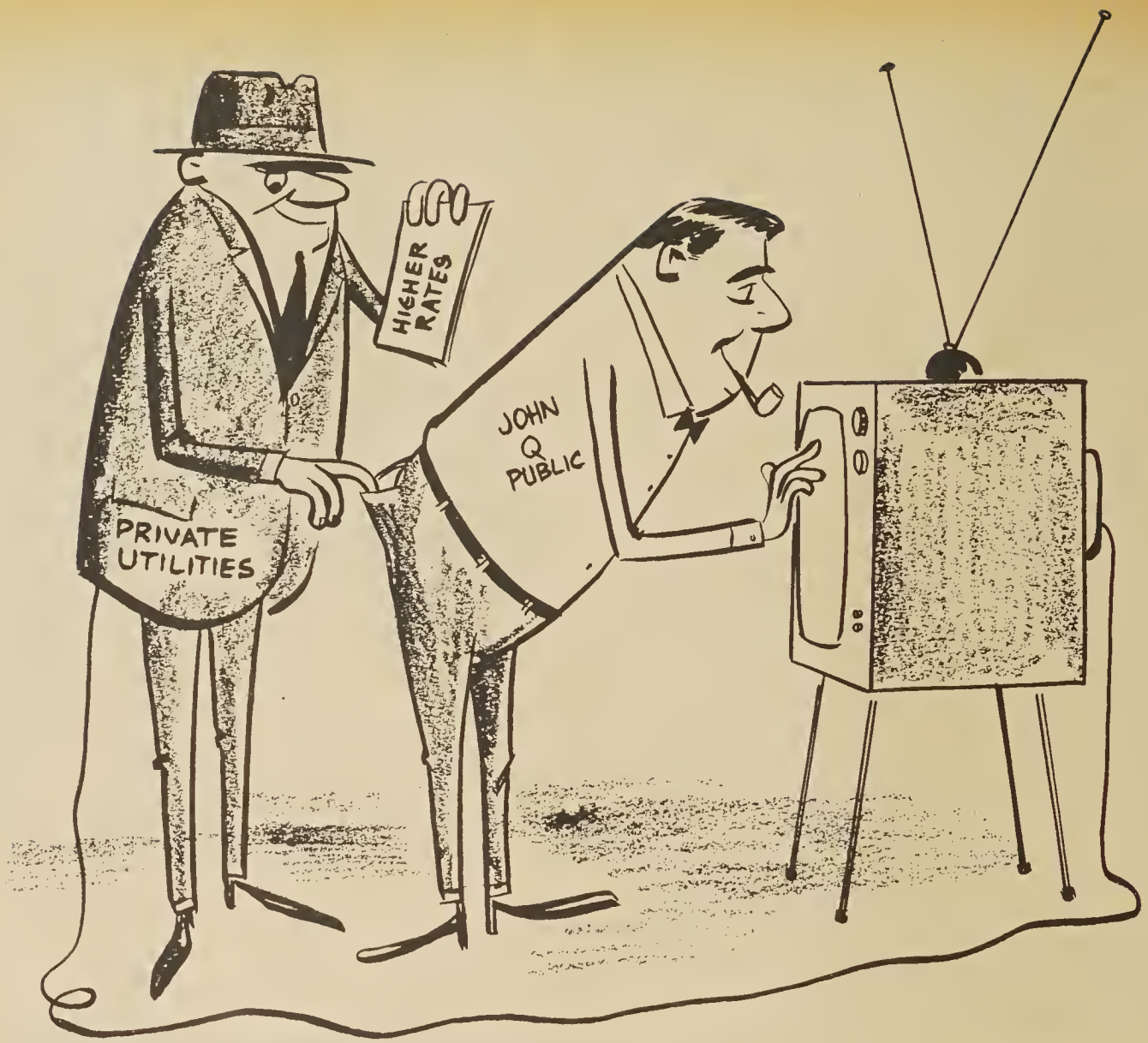
Any solution to the problem of a dry house must involve replenishing the air's lost moisture. The most practical way, and the method most used, is the installation of a furnace humidifier.

A humidifier is a device which, through little labor and low cost, can add water to the air in the home, constantly and automatically. This is the way it works.

A small hole is cut in the air chamber above the furnace (called the plenum). The humidifier is inserted, fastened, and connected to a nearby cold water line. That's all there is to it. There is no electricity, no high-priced installation charges and no daily care required checking and cleaning. A humidifier can be installed in any new or old warm air heating system at a small cost. It will pay homeowners to contact their heating dealers and get detailed information on its many benefits and economical operation. It's a sound investment to protect your belongings—and your health.

A minimum amount of care of the humidifier is necessary. This is due to the minerals, particularly lime, which are in solution in the water. In order to prevent lime deposits from eventually inter-

(Continued on page 24)



Why America needs *Federal Power*

WHY DOES the country need an effective program of federal power development? Some recent actions of the nation's commercial power companies may be supplying the answer.

Consumers paid commercial utilities \$1 billion more for electricity from 1953

through April, 1960, thanks solely to rate increases granted over that period.

This billion dollar figure was recently compiled and published by the Electric Consumers Information Committee, a research organization sponsored by rural electrics and other consumer organiza-

tions. The ECIC drew all of its figure from industry sources themselves. Even so, the staggering total of a billion dollar caught many by surprise, including those who make it their business to watch the utility field closely.

And it's easy to see why surprise would

be the reaction. Unfortunately rate increases usually come quietly, creating little stir outside of their immediate area. Only rarely does an aroused public really kick up a meaningful protest. And the rather apathetic air of government agencies who jot down single rate changes as simply "further slight increases" add to the general public unawareness.

'Quiet' Rate Hikes

But, \$1 billion is a lot of money. In fact, it might be enough to shock an American public into questioning some of the propaganda which holds that the private utilities should be left alone to run the whole show in power development.

Economy, like mother, country and flag, has always been a favorite word of the propagandists. And the power companies have used it to the fullest.

Of course, no one is opposed to economy. But a look at some of these billion dollar rate increases raises a question about just what kind of economy the power companies are promoting for the American public.

IN EFFECT, the private utilities have been telling the American taxpayer for years that he and the country simply could not afford to pay for any more federal development of our power resources—even if this development means more and cheaper electricity.

In other words, if you follow the line of the power companies, the taxpayer—who also is a consumer—can't afford investment in resource development; but he can keep on paying millions to commercial utilities in the form of rate increases.

Faced with round after round of rate increases, the American public may start asking, "How long can we afford *not* to develop our power resources?"

Take this last round of rate increases that has accumulated into the \$1 billion figure since 1952.

What if the country had invested this sum in hydroelectric power development, rather than in rate increases for the private utilities?

In terms of hydroelectric power a billion dollars is a huge sum. It would have been enough to build more than two big multi-purpose projects like the proposed Nez Perce on the Middle Snake River. Its a third more than TVA's total

investment in multiple-use dams as of June 30, 1960. And a billion dollars is more than double the average annual federal expenditure for power and related development during the past five years.

In short, a billion dollars would have bought the American people a tremendous investment in self-liquidating projects which serves to bring electric rates down.

Instead the billion dollars went to private utilities for rate increases—increases which apparently produce little more than a basis for higher rates next year and the next year.

You Pay, Too

What happens to the prices of electricity produced and sold by the private utilities is of vital importance to a tremendous number of rural consumers. Today about half of the nation's rural electrics must depend on private power companies for their source of power. And the cost of wholesale power is the largest single item that goes into the electric bill the consumer pays each month.

A look at some of the wholesale power cost figures for fiscal year 1958 show dramatically what private power costs the rural electric consumer.

In that year, rural electrics bought 9.1 billion kilowatt hours of wholesale power from federal power developments. The cost: \$45 million.

That same year other rural electrics were forced to buy a like amount—9.1 billion kilowatt hours—from private sources. The cost: \$72.5 billion.

Savings

The direct savings for the rural electrics using federal power: \$27.5 million. And this doesn't include other big savings resulting in lower rates for cooperatives in areas adjacent to the federal projects.

In fiscal 1959, the rural electrics got a slightly larger portion of their power from public sources. That year rural electrics purchased 55% of their wholesale power from public sources. But, this 55% chunk cost them only 45% of their total outlay for power. Private utilities furnished the other 45% of the power, but their charges represented 55% of the rural electrics' power costs for fiscal 1959.

Private power companies have spent millions trying to hide from the American public the real benefits of federal power. Fortunately it appears to be a losing cause.

One of the big giveaways of the power companies' position is a little Federal Power Commission publication, "Typical Electric Bills," which is published annually.

The Yardsticks

Presented in a straightforward manner, the figures contained in the booklet plainly point up the tremendous benefits derived by the taxpayer-consumer from federal power projects.

Two big points stand out in the FPC study:

1. Where federal power projects provide a yardstick for electric power costs, rates are among the lowest in the country.

2. Where areas are far from federal power yardsticks, rates are among the highest.

For example, in the State of Washington where a plentiful supply of public power exists, the average monthly bill is only \$4.52 for 250 KWH—nearly \$3 below the national average.

TVA

The same trend applies in the Tennessee Valley area. Here consumers using TVA power are estimated to have saved more than \$120 million on their electric bills last year. Since TVA went into effect, consumers have pocketed something like \$1 billion in savings compared to what they would have paid at the national average rate.

Of course, cooperatives, likewise, get the benefits from TVA. According to figures compiled earlier this year, rural electrics using TVA power were serving their customers at an average rate of 1.17 cents per KWH while the average nationally for the cooperatives was about 2.65 cents.

But, it isn't just the big projects like Bonneville and TVA that result in big savings for the consumer. Take the benefits which have resulted from the U. S.-Canadian hydro plant at Massena, N. Y., a part of the St. Lawrence Project. It is estimated to be saving consumers more than \$4 million annually, including some \$543,000 in savings for rural electric cooperative and municipal systems.

Unfortunately these and many other benefits of federal power development have been hard to get over to the American public.

But, if the power companies persist in continuing their rate hikes, they may sell the idea all by themselves.

Rural Roundtable

**"Should I send a Christmas card
to a former steady?"**

DOROTHY LOU WARREN
Dunn, South River Electric

I think that it is all right to send a Christmas card to a former steady if you are still good friends with him and you see each other often. If you are not good friends, do not see each other often, or are not on speaking terms, I do not think there will be any reason to send one.

THERESA ANN FOSTER
Mocksville, Davie Electric

I think it would be all right to send a Christmas card to a former steady if the two of you are still friends. However, if you aren't such good friends, I think it would be wise not to send the card as he might think you are chasing.

BILLY KISER
Bessemer City, Rutherford EMC

I think that it is quite all right to send a Christmas card to a former steady. Once you have a friend, you should always try to keep him, although you may have individual differences. If you thought enough of a person to go steady at one time, his friendship should be valuable enough to keep.

EDWARD WATERS
Hertford, Albemarle Electric

I think it would be perfectly all right to send a Christmas greeting to a former steady. After all, Christmas cards just carry messages of friendship; and there is no reason why you shouldn't wish an old friend a Merry Christmas.

THIS MONTH'S QUESTION is asked by Ella Varie Bledsole, Godwin, Route 1. She is the daughter of Mr. and Mrs. James T. Bledsole, who are members of the South River Electric Membership Corporation.

Ella writes that she "wonders if there aren't a lot of girls who would like to know the answer to her question." She and her friends, she tells us, are anxiously awaiting the

teen panelists' answers.

Ella is 16, a junior at the Eastern Carolina Indian High School, where she is a member of the Social Club and plays on the girls basketball team. She is also secretary of her Sunday School class. She and three of her friends sing as a trio, using the name, "Colony 4."

If you have a question you'd like discussed by the panel, send it to the Rural Roundtable, *the Carolina Farmer*, P. O. Box 1699, Raleigh, N. C. Include the following information: your name, school and grade, name of parents, address, name of electric membership corporation, and your special interests and talents. If your question is chosen for the panel to answer, we will send you \$5.



Light mounted by farm building makes after-dark chores easier to accomplish, protects stock from would-be prowlers.

Light in your own backyard

□ Automatic lighting, once the almost exclusive property of city streets and industrial plants, is going to the country.

Rural residents across the country are finding new uses for modern outdoor lighting: for farmsteads, churches, country restaurants, truck stops, private homes.

Effective lighting has improved the efficiency of farm operation, lengthened workdays, and at the same time provided added safety, convenience and security.

Besides security from would-be prowlers and predatory animals, automatic lights permit livestock to spend more time at the feedbunk, according to farmers.

One Iowa farmer, with more than 1,000 beef cattle in a continuous marketing feeding operation, credited his automatic light with increasing the rate of gain of the cattle on feed.

The pastor of a rural church says an installation of automatic outdoor lights has made his church a landmark at night as well as during the day.

Owners of restaurants and roadside businesses have found lighting provides an attractive source of extra revenue and protection as well.

(Continued on page 18)

— Democracy At Work —

(Continued from page 4)

I think it was very wise of the federal government to give the rural people a chance to have electricity, and at the same time give them a voice in how to handle the affairs of their local EMC. I also think it helped the economy of our country.



Oliver E. Graham, Pamlico-Beaufort EMC: My Electric Membership Corporation is one of the most democratic organizations ever to go into business. Since it is "Democracy at Work," it must have both economic and political resources. It does.

Like democracy is developing the nation, Pamlico-Beaufort EMC is developing the rural areas. It brings electricity to the local farms. Thus, electric machinery is installed. This makes it more economical to produce and obtain products.

That is only one of the economic sources of this democratic organization. Here is another one that everyone loves to hear—cheaper electricity. Of each dollar my co-op takes in, 26¢ goes for power, 11¢ on loans as repayment on principal and interest, 32¢ for operating expenses, and 16¢ for plant depreciation. This leaves approximately 15¢ which goes into the capital credit account, which is refunded to the members. . . .



Janet Faye Porter, South River EMC: Exactly what is democracy at work? Democracy may be defined as "the form of government in which the supreme power is vested in the people and exercised by them or by their elected representatives under a free electoral system." The actual exercising of the power under such a system would be my definition of democracy at work. . . .

My EMC has really brought important benefits to me as a young person. The corporation has really affected indirectly the education which I have received. By providing my rural school with lights, telephone, and plumbing, it has made my school days more convenient, more comfortable, and more healthful. I am able to enjoy my leisure time with radio, hi-fi, television, and I can do

my work more efficiently because electricity is provided me by my EMC.



Mary Frances Johnson, Rutherford EMC: Another very democratic thing about the Electric Membership Corporation is that it trusts the members to send in their meter readings each month rather than sending out an employee to read the meters. This is profitable for the company and likewise profitable for the patrons. When the operating costs are cut the cost of power for the members is lowered.

Keeping the people informed and providing for their welfare are some of the many policies of a democracy. To keep the people informed, and to serve them with useful information, each member receives a monthly paper and also a magazine, *The Carolina Farmer*. Only in a democracy do we find the practice of keeping people informed. . . .



Roy Nelson Pearce, Wake EMC: My cooperative, in the seven counties it serves, tries to reach all farms in one entire area by designing systems which do not leave gaps of unserved areas or homes stranded on the fringes. Rural power lines are of light, simple construction, increased distance between poles means fewer poles. These and other improvements reduce the cost to the members. What they pay above actual cost of their service is credited to them as capital investment. . . .



WINNER—Connie Stuckey, left, a director of Tri-County EMC of Goldsboro, is congratulated by Ralph Z. Sorenson of Westinghouse, upon winning an automatic dishwasher. Stuckey won the appliance at the National Electric Farm Power Conference held in Louisville, Ky., recently.

— BACKYARD LIGHT —

(Continued from page 17)

From Iowa to Alabama come stories of rural residents investing in lighting. A member of Grundy Center Rural Cooperative in Grundy County, Iowa, had an automatic light installed two years ago. He says, "We take the light for granted now—I really don't know how we ever got along without it."

From another farmer comes this comment: "At night, we can look out a window and see all around the yard. It makes it much easier to look out and check the livestock."

Twenty-three of North Carolina's rural electric cooperatives are making it possible for their members to obtain up-to-date lighting equipment with no maintenance at a low price.

Under a comprehensive program called "security lighting," these 23 co-ops take all the effort out of outside yard lighting. Here's the way it works:

The co-op offers to install a modern luminaire, maintain it, and power it, all for a basic rental fee, not more than \$4 a month. The unit is mounted on a pole on the co-op's side of the electric meter. The light goes on at dusk and off at dawn—automatically. Power is provided without metering, and safe, useful lighting is provided.

Famous For Quality

UNICO

ELECTRICAL APPLIANCES

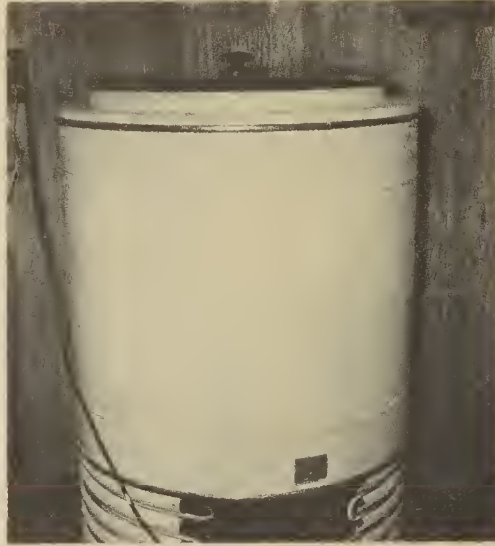
- FREEZERS--Chest & Upright
- REFRIGERATORS
- RANGES
- WATER HEATERS
- WASHERS & DRYERS

SOLD ONLY BY

FCX

SERVICE STORES
DEALER AGENTS

Washer? Nope, freezer



No washer, this, but a 19-year-old home freezer, and still operating, thank you!

Frank Langdale, electrification advisor for Carteret-Craven EMC, reports that it was bought by Ellis Simon of Kingston in 1937, and is used by him at his Camp Bryan cottage, near Havelock.

Simon purchased it from a friend, who bought it new in 1931. It has been in continuous operation for these 19 years, and the owners have never spent a dime for repairs.

The freezer holds 152 pounds, of game we'll bet. Camp Bryan is a hunting reservation on Carteret-Craven's lines.

SAFE PEDDLING

□ A 12-year-old boy, nearing the end of a 24-mile bike excursion, was zig-zagging along a highway just to break the monotony. Suddenly he veered off the road, tried to get back on, skidded, fell into the path of an automobile and was killed.

This year nearly 500 persons, mostly children, will die in bicycle accidents; more than 25,000 will be injured.

The National Safety Council says that, in four out of five bike accidents with motor vehicles, bike riders were violating traffic laws. Many didn't know that bicycles are subject to the same traffic laws as automobiles. Many didn't take the laws seriously.

Knowledge of traffic rules is the bike

rider's number one survival skill, say traffic authorities.

One vital rule is to ride *with* the traffic. A council survey has proved that it's much safer to ride on the right side of the road than on the left, as many parents mistakenly instruct their children.

Cyclists must also obey all traffic signals and use hand signals for turns.

Some other good rules: Always ride single file; never carry a passenger; never zig-zag; never hitch a ride on a vehicle; never do stunts; if traffic is heavy at an intersection, get off the bike and push it across. Parents should make sure that the child's bike is always in good mechanical condition.

— MAIL BOX —

(Continued from page 7)

Mr. Cunningham went far enough to try to lay the blame on the ministers. Our ministers are the only agents that Jesus Christ left his business to—to save the world. The minister tells not only the teenagers, but the old folks as well, not to go to dances and not to wear shorts.

I think that our females are building their standards too low. I was 71 years old the 1st day of last January and when I was a small boy I hardly ever saw a woman's leg up to her knees.

But look now. Look now in this day and time. You can see more of the older

and also the teenager's leg than ought to be seen in public . . .

I hope Mr. Cunningham will look at the world today and see if it isn't about as bad as it was in the days of Sodom and Gemorrah.

I love our teenagers of both races and I want them to be saved. But we older people will have to press against the things that are detrimental to them.

In closing, I wish for all the readers of *the Carolina Farmer* the very best that life can afford.

George W. White
Marshville, Rt. 1

THE CAROLINA FARMER



And there were in the same country shepherds abiding in the field, keeping watch over their flocks by night.

And lo, the angel of the Lord came upon them, and the glory of the Lord shone round about them: and they were sore afraid.

And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people.

For unto you is born this day, in the city of David, a Saviour, which is Christ the Lord.

And this shall be a sign unto you: Ye shall find the babe wrapped in swaddling clothes, lying in a manger.

And suddenly there was with the angel a multitude of the heavenly host, praising God

CHRISTMAS ART by the masters include the famed Tempi Madonna by Raphael (above).

THE HOLY FAMILY by Luca Signorelli is an excellent example of the style and manner of the painter (Photos from Illmark).





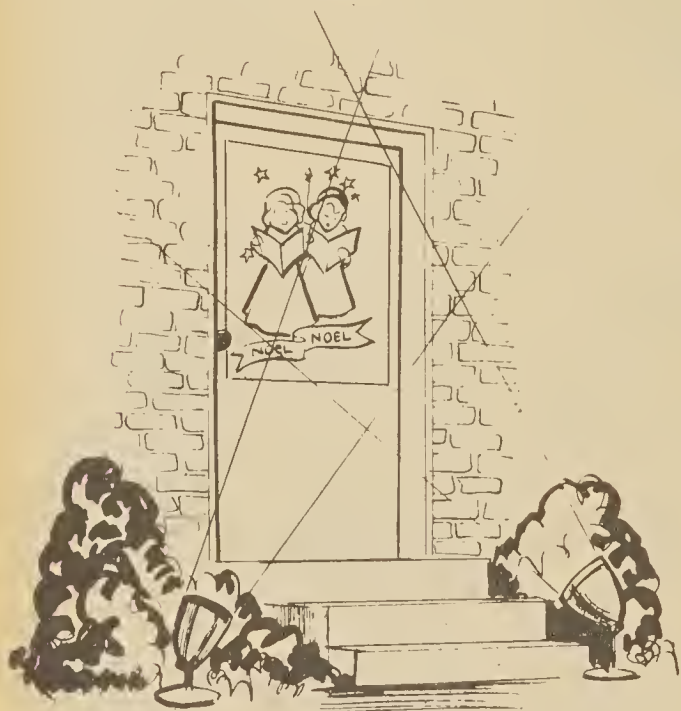
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HOLIDAY LIGHTING MAGIC

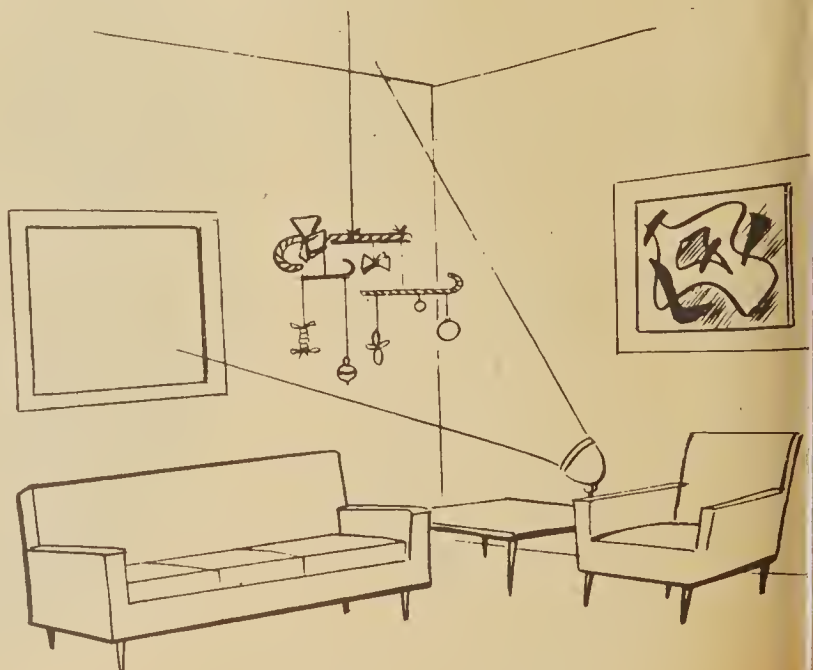
HIGHLIGHT YOUR HOLIDAY DISPLAYS and centerpieces with beams of light from a nearby pole lamp. This attractive display can easily be made at home. For the tree, select a barren branch, nail it to a wooden base and spray it gold. Use pine branches and colored balls at the base. Hang decorations from the branches—small sparkling stars, colored balls or Christmas cards. Then flood the entire display with soft light. You can also use flood and spotlights to highlight poinsettia plants and other floral displays.



INTERESTING MOVING SHADOWS will result when you shine a floodlight on your favorite mobile. And you can make attractive mobiles for the Christmas season. Try a group of snowflake mobile or this Christmas candy mobile. For this one you will need a large cellophane-covered candy cane (the main bar), 2 small candy canes and a variety of lollipops, gumdrops and candy. Start from the bottom (the small canes) in building the mobile. Balance each part separately by moving the threads from side to side on the candy cane. And don't forget the lights.



DOORWAYS FURNISH DOZENS OF POSSIBILITIES for unique Christmas decorations. Cover a storm door with lightweight plywood or masonite and paint your design over a dark background. Or cut out your display from various color day-glow paper—paste it on dark background. Shellac the finished product. Then light with PAR 38 floods or spots. Your day-glow decoration will give a promise of friendliness callers will find within.



A favorite tradition of the Christmas season is adorning your home with bright-

colored lights. There's no better way to accentuate the beauty and distinctiveness of your home Christmas displays than to use many small lights properly placed.

There are hundreds of ways to use small spots and flood lights to add color, warmth and attractiveness to your holiday displays. Modern pole lamps are also ideal for this decorative lighting. Just use your own ingenuity and imagination. You'll find your holiday lighting makes home decorating so successful you'll want to glamorize other seasonal displays and center pieces the year 'round.

You can gain almost any effect you want—paint a picture with lighting—or bring out desired tones in drapery, furniture and displays—by using colored lamps or by placing filters over spot or flood lights. Make your indoor decorations really sparkle by using either PAR-38 or reflector R-30 (75 watt) and R-40 (150 watt) lamps.

Outdoor floodlights will highlight Christmas displays, shrubbery, and your home itself, by using 150 watt PAR-38 bulbs. These are weatherproof bulbs with built-in reflectors. You can also obtain 300 and 500 watt reflector bulbs for outdoor use, but these should be protected with special fixtures. Get the same effect of large bulbs at less cost by using two or more PAR-38s when you need more lights.

Simple bulb holders, suitable for either indoor or outdoor use, are available at low cost. Easy to mount on walls, trees, or placed on the ground, these holders have double swivel action for quick adjustment of light for best effects.

● For outdoor decorations, use bulbs, fixtures, and cords designed for outdoor use—follow the manufacturer's recommendations. Weatherproof cords and bulbs are safe either indoors or out.

● Extension cords of adequate capacity are important. Most extension cords use No. 18 or No. 16 wire. It's well worth our while to spend an extra dollar or two to buy a heavier cord with No. 14 wire.

● Examine old cords carefully before using. If they are damaged, it's best to discard them and buy new.

● Keep inflammable paper, tinsel, and cotton from direct contact with bulbs.

Holly Red Punch



From the electric freezer to the festive punch bowl

Part of the fun of the holiday season is having Christmas callers drop in unexpectedly to exchange the season's greetings. A good way of being prepared is to have some refreshments ready to serve. Here is a new recipe for punch that can be made weeks in advance, poured into square, waxed-board containers and placed in the freezer. It makes 3 quarts.

- 1½ cups water
- 1½ cups sugar
- 1 jar of red cinnamon candies (1¾ oz. jar)
- juice of 6 lemons
- juice of 8 medium-size oranges
- 1 quart of prepared loganberry juice
- 1 can of frozen concentrated pineapple juice (6 oz. can)
- 2 quarts club soda
- maraschino cherries, lemon slices and orange slices

Combine water, sugar and red cinnamon candies. Boil together for 5 minutes. Set aside to cool. Squeeze lemons and oranges. Add juices to the sugar mixture. Add loganberry and pineapple juices. Pour into 3 quart-size home freezing containers. Snap on rigid plastic lids and mark contents on lid identification bands. Place in freezer. Before serving, allow to thaw partially. Add 2 quarts club soda, cherries, lemon and orange slices, and ice cubes.

Send 35¢ (in coins) for EACH pattern to: CAROLINA FARMER, Post Office Box 42, Old Chelsea Station, New York 11, New York. Add 10¢ each for 1st-class mailing.

Send 35¢ for full-color catalog of Printed Patterns.

Pick A Pretty Pattern

4562—Bias-cut bodice panel adds a clever fashion touch to this slim casual. Printed Pattern in Misses' Sizes 12-20. Size 16 takes 4 yards 35-inch fabric.

9269—Graceful half-size dress. Note tabs and buttons at neckline, easy 6-gore skirt. Printed Pattern in Sizes 14½ - 24½. Size 16½ takes 3¾ yards 39-inch fabric.

4733—Take your choice of two pretty necklines—collared, as shown, scooped. Printed Pattern in Misses' Sizes 12-20; 40. Size 16 takes 4¾ yards 39-inch fabric.

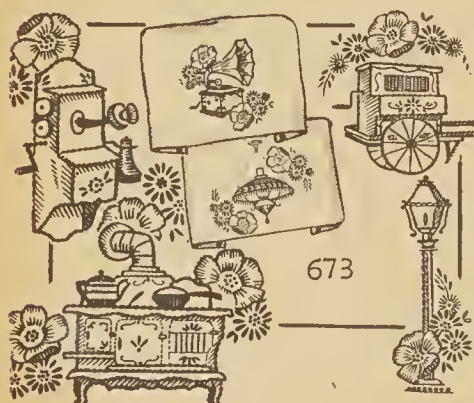
4725—Handy bib-apron with non-slip straps; deep pockets. Printed Pattern in Misses' Sizes Small 14-16; Medium 18-20. All sizes take 1¼ yards 39-inch fabric.

9454—Step-in casual has smart front yoke, action-pleat in back. Printed Pattern in Half Sizes 14½ - 24½. Size 16½ takes 3¾ yards 39-inch fabric.

9452—With ONE Printed Pattern sew nightgowns as you like them—with high neck or low; short or long sleeves; dress length or full length. Printed Pattern in Women's Sizes 36-48. Size 36, short sleeve, dress length takes 4¾ yards 35-inch fabric.



STITCHES AND PATCHES



673—Fun to embroider these Victorian antiques on towels, curtains, cloths. Twenty 2 x 5 to 3½

6½-inch motifs; color schemes. Easy stitchery

7052—As colorful as a field of blooming poppies

You'll enjoy piecing this easy quilt and you'll

treasure it for years to come. Charts, directions

yardages. Send TWENTY-FIVE CENTS (in coins) for

EACH pattern to: THE CAROLINA FARMER, 24

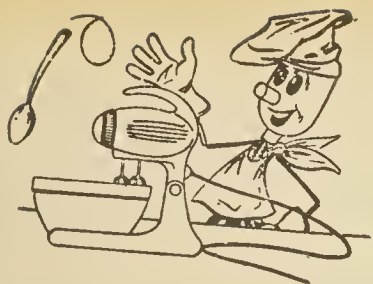
Needlecraft Service, P. O. Box 162, Old Chelsea

Station, New York 11, N. Y. Add 5¢ each for 1st

class mailing. Send additional 25¢ for new Needle

craft Book showing more than 100 lovely designs

to order.



Carolina Kitchens

Recipes From Co-op Homemakers

MRS. DONALD HARRISON, Evergreen, sends you this month a delightful holiday recipe for Japanese fruit cake. She says: "Sometime ago, you printed Miss Elsie Cowan's Japanese fruit cake recipe (March, 1959). I tried it and it is a delicious cake. My own recipe for Japanese fruit cake is so different from hers I thought perhaps you would like to have it. This recipe makes one of the most beautiful cakes I have ever seen and is as good as it looks."

The Harrisons live on a farm, and have two children, a daughter, 8, and a boy, 6. They are members of the Boardman Baptist Church. Mrs. Harrison says that recipe-collecting is a special hobby with her, and that she has "tried most of the recipes published in the Carolina Farmer and liked them all."

The Harrison family belongs to the Brunswick Electric Membership Corporation.

If you'd like to share a special recipe through this column, send it to: The Carolina Farmer, Homemaking Section, Box 1699, Raleigh. If you have a good snapshot of yourself, send it along. And include something about yourself and family: the size of your family, the name of your electric membership corporation, the clubs you belong to, etc.

CAROLINA FARMER RECIPE

Submitted by Mrs. Donald Harrison
Evergreen, N. C.

JAPANESE FRUITCAKE

1/2 lb. butter	1/2 cup milk
1 cup sugar	1 teaspoon vanilla
6 eggs	1/2 lb. coconut
2 cups flour (self-rising)	1 lb. raisins
1/2 lb. pecans (or 1 cup)	

Cream sugar and butter. Add eggs one at a time. Add flour and milk alternately. Add vanilla. Stir in coconut, raisins and nuts. Bake in 3 greased and floured 8" or 9" pans for about 25 minutes at 350 degrees.

Filling

6 oranges	2 cups sugar
1/2 lb. coconut	3 tablespoons flour
1 cup or more nuts	

Peel oranges and cut in small pieces. Add sugar and cook 10 to 15 minutes, then add flour and cook 20 minutes. Cool and add coconut and pecans. Put between layers and on top and sides. Completely cover cake with pecan halves, raisins, and candied cherries.



Dear Santa . . .

You can erase the mink and diamonds from my Christmas list this year, for I now realize that mink can grow shabby and that diamonds are easily lost. Therefore, dear bearded friend of my childhood, I have revised my Christmas list and present it here for the consideration of your elves. I realize that my wishes may be a bit more difficult to fulfill this year, but, if I promise to help you, perhaps you'll see kindly to packing a few of the following items for me:

FILL MY STOCKING WITH A YEAR'S SUPPLY of patience, courage, faith, and good humor; and stuff the toe with the gift of giving that I may share these stocking fillers with my friends.

GIVE ME A YEAR'S SUPPLY OF compliments, consolation, and understanding to shower upon those precious friends who so generously rained their compliments, their consolation, and their understanding upon me in 1960. Give me two strong hands to join with those of my friends, that we may walk the paths of life together, and that each of us may grow stronger and smarter with the learnings of all of us.

BRING ME SEVERAL BOXES of wholesome laughter encircled by sincere and sunny smiles, that next year's tragedies may not be given too high a rung on the ladder of life.

BRING ME MY SHARE OF TEARS, both the sad ones and the bittersweet ones. Perhaps you find this a strange request, dear Santa, but I feel that it is only by tasting our own tears that we can properly respect the tears of others.

BRING ME A BOX OF CONSCIENCE that will remind me daily (not just at Christmas) that I am, indeed, responsible for starving children throughout the world, for those who live in clouds of fear, for those who are racked by disease.

PACK ME THE TOOLS OF PEACE, wrapped snugly in brotherhood, tolerance, and understanding, and I shall promise to handle these tools like the precious jewels they are, and try not to break or mar them.

For these gifts I shall be eternally grateful, dear Santa. I'm too old to leave you cookies and milk, as I did when I was a child. This Christmas, however, you'll find something even more delectable: My heartfelt thanks for all the joy, the mystery, and the hope that your jolly spirit has meant to all of us for so many generations. May you be around a long, long time.

How Much Can you Pay for Land?

By QUENTIN W. LINDSEY
in the Tarheel Farm Economist

□ The value of land—or any resource—depends upon the future returns obtainable from it.

If you know the return per year from land—sometimes called net rent—the value can be estimated by dividing this figure by an appropriate interest rate.

Example

Suppose the following represents future incomes and expenses per year for a 100-acre farm:

Income:	Corn	\$2,000
	Hogs	5,000
	Cotton	4,000
	Total	\$11,000
Expenses:	Labor	\$5,000
	Machinery	1,000
	Buildings	1,000
	Fuel, fertilizer	2,800
	Property taxes	200
	Total	\$10,000
	Return to land	\$ 1,000

Assuming an interest rate of 5 per cent, the value of the land would be \$20,000 ($\$1,000 \div .05 = \$20,000$) or \$200 per acre.

Expenses should include the annual value of all factors other than land used in producing the annual income. Include operator's labor, and depreciation, interest and repairs on buildings and machines. Factors other than those listed may be involved.

Compare the result

If the owner has been offered \$300 per acre, someone else plans to make a more profitable use of the land or has assumed, perhaps incorrectly, that income will be higher or expenses lower. Or they have divided by a lower interest rate, meaning that they will accept a lower return on their investment.

If you find no sound basis for changing your figures, it would be foolish for you to buy this land. Instead, find some

land for which the owner will accept the same or less than you estimate it to be worth.

Effect of future returns

The capitalized value is equal to the sum of all future returns from a resource less the total interest these returns would earn if invested in something else for similar periods of time.

If a resource (fertilizer for example) lasts one year, the capitalized value is equal to the net return to fertilizer less the interest this return would earn in one year. If a resource lasts two years, from the second year's return deduct compound interest for two years, and add the balance to the "return less interest" for the first year to get the capitalized value of the resource lasting any number of years.

But since land lasts indefinitely, when you add the returns for a large (infinite) number of years and deduct compound interest for each return, the result is the same as dividing the average annual return by the interest rate.

The key

Thus, capitalized value of land represents a projection of income, expenses and interest rates over a long period. Hence the key to what you can pay lies in how well you can anticipate the future and govern your farm operations accordingly.

— MOISTURE —

(Continued from page 13)

ferring with the operation of the humidifier, it is necessary to turn off the humidifier water supply each spring.

The pan should be cleaned and if plates are used, they should be changed once yearly at a minimum. These simple maintenance suggestions will keep the humidifier running smoothly.

An illustrated folder titled "Proper Humidity Protects Your Health, Increases Your Comfort" is available without charge. You can get it by writing the National Humidification Association, 20211 Harvard Avenue, Cleveland 22, Ohio.

Rural Exchange

RATES: 15c PER WORD CASH WITH ORDER. NO STAMPS. MINIMUM AD—\$3.00

● MISCELLANEOUS

SUBSCRIBE TO GOVERNMENT SURPLUS WEEKLY, lists all sales. Buy jeeps, trucks, boats, tents, tires, etc., direct from Government. Next 10 issues, \$2. Government Surplus, Paxton, Illinois.

BUY BARGAINS direct from Government. Jeeps, clothing, blankets, trucks. Thousand other articles. Some free. Write: Clyde Lee, Mountain View, Okla.

● AGENTS WANTED

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● FARM CHEMICALS

KILL WILD ONIONS and dock this fall and winter with R-H WEED RHAP. Low cost. Will not injure grass, grains; not poisonous. For free information write Reasor-Hill Corporation, Box 36E, Jacksonville, Ark.

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Smart Plan

A primitive tribe was having a terrible time with its crops. The natives went to the chief who said:

"What we'll do is send a telegram to the Russians telling them we are having agricultural problems and need their assistance. Then they will send us seeds and tractors and 100 young technicians to help us. We will also send a telegram to the Americans telling them that the Russians are sending us seeds and tractors, and the Americans will send us seeds and tractors and 100 technicians. When all the technicians arrive, we'll eat them."

* * *

Next Question

And there's the story about a professor of physics from a college in the west who was crossing the border into Mexico to see the bullfights. The newly-appointed Mexican guard stopped his car to ask the usual questions. After the professor gave his name and address, the guard asked:

"What business are you in, please?"

"Physics," replied the professor.

A few moments elapsed while the guard pondered the answer. Then he asked cautiously: "Wholesale or retail?"

* * *

Typewriter

The classic story of the typewriter's early struggle for acceptance is that of the mountaineer who returned a typewritten letter he had received with the indignant note: "You don't need to print no letters for me. I kin read writtin'."



"No wonder women live longer than men."



"All right, fool around and electrocute yourself and spoil Christmas for the kids."

HALE!

Suspicious

On the rifle range one morning the sergeant said to the corporal: "I wonder what Private Boyett did before he got drafted."

"Why?" the corporal asked.

"Because every time he fires a shot at the target," the sergeant replied, "he takes out his handkerchief and wipes his fingerprints off the gun."

Politics

This conversation was overheard on a street corner.

"I ain't going to vote for that man running for Mayor."

"Why not?"

"Because I don't like his platform!"

"John, don't you know that platforms are just like they is on a street car? They ain't to stand on, they is just to git in by."

* * *

Thanks!

At the conclusion of the all-inmate variety show at a federal prison, the master of ceremonies shouted: "And now let's give a big hand to all those that made this show possible—the FBI, the Secret Service, the Immigration Service, the local police forces . . ."

* * *

Rivals

A sign on a butcher shop in London proclaims: "We make sausage for Queen Elizabeth." On a rival shop next door is another sign: "God save the Queen."

* * *

Prediction

An old Indian stood on top of a hill with his son, looking over the beautiful valley below them. Said the old Indian, "Some day, my son, all this land will belong to the Indians again. Paleface all go to the moon."



"I'm not sure—but I think I got some merthiolate on that scrape of his . . ."

(Continued from page 3)



The Best-Kept Secret

□ Somehow, the best-kept secret in this business is that most rural electric cooperatives have a low, low rate bracket which makes it economical for you to heat your home with electricity.

If you are planning to build or remodel your home, check with your rural electric cooperative. Most of our systems have employees who have been given special training to enable them to calculate costs and plan economical electric heating installations for you.

If your co-op's electrification advisor or manager doesn't think it would be economical for you, he'll tell you so frankly.

But don't take the word of your building contractor, or the gas salesman.

Innocently enough, many building contractors assume that rural electric rates are too high for electric heating, and so advise the builder.

The gas people kind of like to spread this story among contractors, so we hear.

Imaginary Image

□ The Electric Companies Public Information Program, known as PIP, recently hired a survey company to find out what the public thinks of the commercial utilities.

Electrical World reported that the survey showed the commercials suffer from a "lackluster image."

The public hasn't swallowed the costly story that PIP has been telling in its advertising. Half of the companies' customers don't believe that the commercials

can provide for the nation's power needs alone.

A substantial number of customers also refused to accept PIP's message that the commercials are "private enterprise."

It appears that a portion of the public has a sense of history and an acquaintance with the law.

History demonstrates that the commercials can't supply all the power we need, and the Supreme Court has ruled that there is no such animal as a "private" utility.

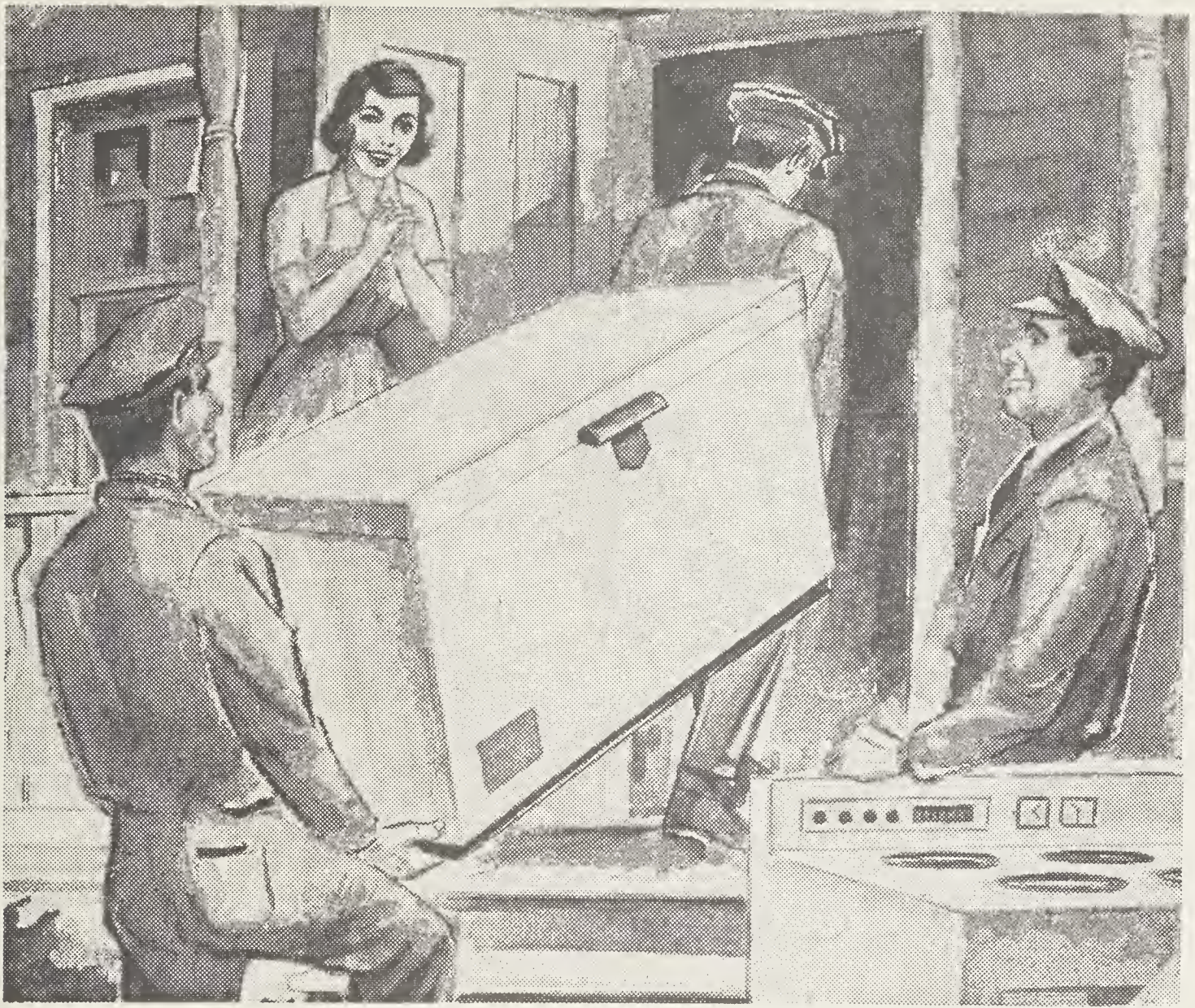
to be the right of everyone to share in all the decisions that affect his life, no matter what phase it may be. When Congress in 1936 decided to promote rural electrification through locally organized and locally controlled and operated non-profit enterprises, it started the ball rolling which brought rural America out of darkness.

"Our Pee Dee Electric Membership Corporation is carried on similar to the way our United States government is conducted. Issues which affect the members of our Electric Membership Cooperative are discussed and voted on by the 11-member board of directors. These men are elected by popular vote at the annual meeting each year. The candidates for the board of directors have been selected by the nominating committee, by a petition signed by 15 members, or from the floor at the annual meeting. A thorough operating report is given each month of how the business of the cooperative has been conducted. It breaks down all expenses and shows revenue which, when analyzed by the directors, enables them to know the financial status of the EMC. The manager of our EMC has the job of recommending to the board any important matters which he feels need their attention. Then they approve or disapprove the issues as they see fit. The most important aim of the board of directors is to see that everyone gets the benefit of the best electric service his EMC is able to give—at the lowest possible cost.

"Each EMC member has the right to speak, to resolve, and to write in any discussions of an assembled group. He has the right to one vote for each director to be selected.

"The more electricity our EMC members use, the cheaper per KWH is its cost. This offers a double bonus for users to continue to improve living standards. We pay for a bargain each time we pay our power bill.

"I am thankful that my father is a member of this community owned and directed organization. Without this truly democratic organization, our way of life would be retarded by a quarter of a century. The dividends we receive as a family, community, state, and nation, cannot be measured in dollars. It is something intangible, and precious."



Rural Electrification...good for All Americans!

Business is better today—paychecks fatter, jobs more secure in every American city and town. And—there's a good reason why.

This year 16 million Americans, now served by non-profit rural electric systems, will buy over a *billion dollars* worth of electric appliances—made, sold and serviced in these cities and towns.

That was impossible 25 years ago. Then only one

of ten American families, outside the city limits, had or could get electric power. That's when rural Americans, by working together, began to serve themselves with this necessity of modern living.

So—we cordially invite all Americans to share our joy as we celebrate the 25th Birthday of rural electrification. We are proud to have played a small but important part in bringing this "miracle" about. We are happy that rural electrification has proved to be "good for ALL Americans."



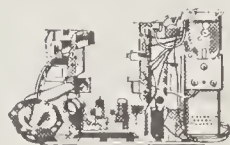
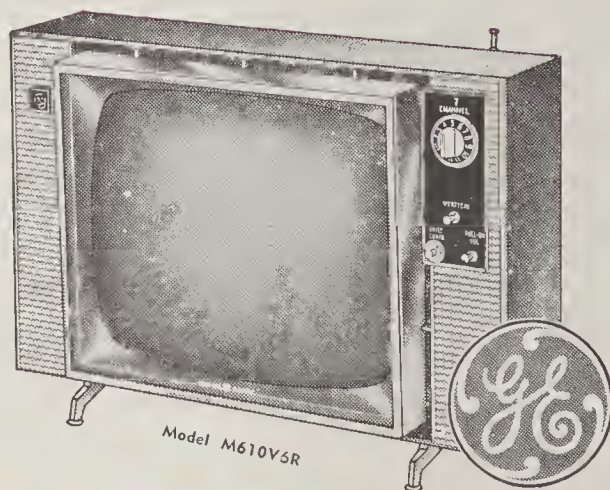
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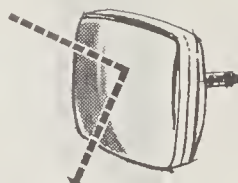
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